



3942
Jew

Whereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: August 11, 2004

Signature

Michael J. Doherty
(Michael J. Doherty)

Docket No.: SOLARW 3.0-002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Sanoner et al.

Application No.: 09/865,920

Group Art Unit: 3742

Filed: May 25, 2001

Examiner: J. M. Pelham

For: ELECTRONIC DRINKING MUG

COMMUNICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Enclosed please find the Declaration of Hughes Sanoner dated August 5, 2004.

If the Examiner has any questions concerning this communication and the enclosed Declaration, he is requested to call applicant's attorney at (908) 654-5000. If any fees are required by the present Communication, the Examiner is hereby authorized to charge them to our Deposit Account No. 12-1095.

Dated: August 11, 2004

Respectfully submitted,

By

Michael J. Doherty

Michael J. Doherty

Registration No.: 40,592

LERNER, DAVID, LITTENBERG,

KRUMHOLZ & MENTLIK, LLP

600 South Avenue West

Westfield, New Jersey 07090

(908) 654-5000

Attorney for Applicant

509084_1.DOC

BEST AVAILABLE COPY



Docket No.: SOLARW 3.0-002
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Sanoner et al.

Serial No.: 09/865,920

Group Art Unit: 3742

Filed: May 25, 2001

Examiner: Not Yet Assigned

For: ELECTRONIC DRINKING MUG

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION OF HUGHES SANONER PURSUANT TO 37 C.F.R. § 1.132.

Dear Sir:

I, Hughes Sanoner, declare that:

1. I am the President and Chief Executive Officer of Solar Wide Industrial Ltd. ("Solar Wide"), which develops, manufactures, markets and sells consumer electronic products such as the electronic drinking mug disclosed in the above-identified application.

2. I am a co-inventor of the invention defined by the claims pending in the above-identified application.

3. I worked with Jacob Rothman, a co-inventor of the above-identified application, to conceive and reduce to practice the electronic drinking mug claimed in the above-identified application.

4. In consideration of one dollar and other good and valuable consideration, Jacob Rothman assigned all right, title and interest in and to the above-identified application to Solar Wide. The assignment was executed on November 2, 2001 and was recorded in the United States Patent and Trademark Office on February 5, 2002 at Reel 12616, Frames 0559-0562. A copy of the assignment and the Notice of Recordation is enclosed herewith in attached Exhibit A.

5. In consideration of one dollar and other good and valuable consideration, I also assigned all right, title and interest in and to the above-identified application to Solar Wide. A copy of the assignment is also provided in attached Exhibit A.

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6. Solar Wide sells the electronic drinking mug disclosed in the above-identified application under the trademark SMART MUGTM. A copy of a Solar Wide advertisement for the Smart Mug electronic drinking mug is provided in attached Exhibit B.

7. To date, Solar Wide has sold over 99,000 Smart Mug electronic drinking mugs. It is believed that this tremendous commercial success is the result of the new and unique features found in the Smart Mug electronic drinking mug including a) an integrally attached user interface that is accessible and visible when the mug is positioned in a cup holder, b) an interface that enables a user to select a desired temperature for heating a liquid to an exact temperature, and c) a LED panel including a series of light emitting diodes that provide a rapid indication of whether the liquid in the mug is at room temperature, lukewarm, hot or very hot.

8. After he assigned the above-identified application to Solar Wide, Jacob Rothman, doing business as JLR Gear, 24 West Scotts Avenue, Stockton, CA 95203, began to make and sell a knock-off electronic drinking mug that is an exact copy of the electronic drinking mug disclosed and claimed in the above-identified application.

9. JLR Gear has sold 250,000 units of the knock-off electronic drinking mug in 2003 and equal amounts are expected to be sold in the year 2004. A copy of an article supporting the number of sales of the knock-off mug is provided in attached Exhibit C.

10. A copy of an advertisement for JLR Gear's knock-off electronic drinking mug is provided in attached Exhibit D. Although the JLR Gear advertisement specifically states that it is not the manufacturer of the Smart Mug electronic drinking mug, nor does it buy its mug from Solar Wide, the advertisement promotes many of the features covered by the claims of the above-identified application.

11. The advertisement provided in attached Exhibit D is evidence that JLR Gear recognizes Solar Wide's ownership of intellectual property related to the Smart Mug electronic drinking mug.

12. The advertisement provided in Exhibit D touts the features found in the knock-off mug sold by JLR Gear. These features and benefits includes the following: a) an individual may use the knock-off electronic drinking mug to establish a temperature for a beverage, b) an individual can set a "perfect temperature" as desired, c) the mug will alert a user when the desired "perfect temperature" has been reached, d) the temperature of the liquid is continuously

HS

monitored by the electronic drinking mug and e) the temperature of the liquid is displayed on the LED indicator. The advertisement in Exhibit D also shows that the knock-off mug can be placed in a cup holder of an automobile with the user interface being accessible above the cup holder.

13. The undersigned declares that the knock-off mug sold by JLR Gear is an exact copy of the mug shown and described in the above-identified application.

14. JLR Gear is selling its knock-off electronic drinking mug at numerous retail establishments and websites including Target, giftsense.com, shoplifestyle.com and ebay.com. Copies of advertisements for these retail and website sales is provided in attached Exhibit E.

15. JLR Gear has achieved significant commercial success selling the knockoff electronic drinking mug. As indicated in the article provided in attached Exhibit B, JLR Gear has sold 250,000 units of the knock-off electronic drinking mug.

16. As indicated in the JLR Gear advertising provided in Exhibit D, the electronic drinking mug claimed in the above-identified application is an advance over the prior art because it includes a controller that enables a user to heat a liquid to an exact desired temperature and it includes an integrally attached user interface that enables a user to establish an exact preferred temperature. The product has also enjoyed significant success because it is mobile and can be placed in a cup holder of an automobile, with the user interface being accessible at an upper end of the mug. The LED panel also provides a quick indication of whether the liquid in the mug is at room temperature, lukewarm, hot or very hot. All of these features and/or benefits are recited in one or more claims of the above-identified application.

17. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that any such willful false statements may jeopardize the validity of the present patent application or any patent issuing thereon.

Dated: August 5, 2004



Hughes Sanoner



EXHIBIT A

Copy of Notice of Recordation
Assignment Recordation Cover Sheet
Two Assignments



UNITED STATES
PATENT AND
TRADEMARK OFFICE



APRIL 24, 2002

PTAS

LERNER, DAVID, LITTENBERG, ET AL.
MICHAEL J. DOHERTY
600 S. AVENUE WEST
WESTFIELD, NJ 07090

Chief Information Officer
Washington, DC 20231
www.uspto.gov



102001435A

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 02/05/2002

REEL/FRAME: 012616/0559
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
SANONER, HUGHES

DOC DATE: 11/02/2001

ASSIGNOR:
ROTHMAN, JACOB

DOC DATE: 11/02/2001

ASSIGNEE:
SOLAR WIDE INDUSTRIAL LTD.
388 CASTLE PEAK ROAD - CDW BLDG.
UNITS A-C, 18/F
TSUEN WAN, N.T. HONG KONG, CHINA

SERIAL NUMBER: 09865920
PATENT NUMBER:

FILING DATE: 05/25/2001
ISSUE DATE:

TONYA LEE, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

RECEIVED

APR 30 2002

LDLK&M

03-04-2002

FEB

Form PTO-1595

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102001435

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

1. Name of conveying party(ies):

Hughes Sanoner and Jacob Rothman

2-5-02

Additional name(s) of conveying party(ies) attached?

☐ Yes☒ No

3. Nature of Conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: November 2, 2001

2. Name and address of receiving party(ies)

Name: Solar Wide Industrial Ltd.

Internal Address:

Street Address:

388 Castle Peak Road - CDW Bldg.
Units A-C, 18/F

City: Tsuen Wan, N.T. Hong Kong

State: China

Zip:

Additional name(s) & address(es) attached:

☐ Yes☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the new application is:

A. Patent Application No.(s):

09/865,920

B. Patent No.(s):

Additional numbers attached?

☐ Yes☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Michael J. Doherty
LERNER, DAVID, LITTENBERG, KRUMHOLZ &
MENTLIK, LLP

Internal Address:

Street Address: 600 South Avenue West

City:

Westfield

State: Zip:

NJ

07090

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41)

\$ 40.00

☐ Enclosed☒ Authorized to be charged to deposit account

8. Deposit account number:

12-1095

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael J. Doherty

Name of Person Signing

Signature

November 6, 2001

Date

Total number of pages including cover sheet, attachments, and documents: 4

03/01/2002 GT0N11 00000387 121095 09865920

01 FC:581

40.00 CH

ASSIGNMENT

WHEREAS, Hughes Sanoner, a citizen of France residing at 21C Woodbury Court, Discovery Bay, Hong Kong, China, as assignor, has invented improvements in

ELECTRONIC DRINKING MUG

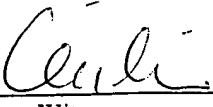
for which U.S. Application No. 09/865,920 for Letters Patent was filed in the U.S. Patent and Trademark Office on May 25, 2001.

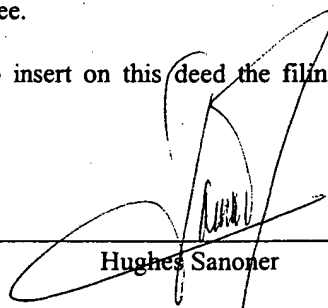
AND WHEREAS, Solar Wide Industrial Ltd., a corporation of Hong Kong, China having a place of business at Units A-C, 18/F., CDW Bldg, 388 Castle Peak Road, Tsuen Wan, N.T., Hong Kong, China as assignee, is desirous of acquiring all right, title and interest in and to said invention and any Letters Patent that may be granted therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee the entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid application for Letters Patent, all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, reissue and other applications for Letters Patent on said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

And I do hereby authorize my attorneys, to insert on this deed the filing date and application number of said application when known.

JUNE 26th, 2001
Date


Witness


Hughes Sanoner

U.S. Patent Application
Notary

LDL&M No.
SOLARW 3.0-002

ASSIGNMENT

WHEREAS, Jacob Rothman, a citizen of the United States of America, residing at 540 Fell Street, San Francisco, CA 94102, as assignor, has invented improvements in

ELECTRONIC DRINKING MUG

for which U.S. Application No. 09/865,920 for Letters Patent was filed in the U.S. Patent and Trademark Office on May 25, 2001.

AND WHEREAS, Solar Wide Industrial Ltd., a corporation of Hong Kong, China having a place of business at Units A-C, 18/F., CDW Bldg, 388 Castle Peak Road, Tsuen Wan, N.T., Hong Kong, China as assignee, is desirous of acquiring all right, title and interest in and to said invention and any Letters Patent that may be granted therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, I as assignor hereby sell, assign and set over to said assignee the entire right, title and interest for the United States of America and all other countries in and to said invention and the aforesaid application for Letters Patent, all original, divisional, continuation, substitute or reissue applications and patents applied for or granted therefor in the United States of America and all other countries, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents on said improvements or resulting therefrom to said assignee herein, as assignee of the entire interest therein; and the undersigned for me and my legal representatives, heirs and assigns do hereby agree and covenant without further remuneration, to execute and deliver all divisional, continuation, reissue and other applications for Letters Patent or said improvements and all assignments thereof to said assignee or its assigns, to communicate to said assignee or its representatives all facts known to the undersigned respecting said improvements, whenever requested, to testify in any interferences or other legal proceedings in which any of said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and to do generally everything necessary to aid assignee, its successors, assigns and nominees to obtain patent protection for said improvements in all countries, the expenses incident to said applications to be borne and paid by said assignee.

And I do hereby authorize my attorneys, to insert on this deed the filing date and application number of said application when known.

10/22/01 11/2/01 Jacob Rothman
Date 11/2/01 J.R. JACOB ROTHMAN

STATE OF California

COUNTY OF USA

On this 22 day of October, 2001, before me appeared JACOB ROTHMAN, the person who signed this instrument, who acknowledged that the same was executed by him of his own free will for the purposes therein set forth.

Notary Public

ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of San Francisco

SS.

On 11/2/01

(DATE)

before me,

Paul L. Davis

(NOTARY)

personally appeared JACOB ROT HMAN

SIGNER(S)

☐ personally known to me - OR -

☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

[Signature]
NOTARY'S SIGNATURE

OPTIONAL INFORMATION

The information below is not required by law. However, it could prevent fraudulent attachment of this acknowledgment to an unauthorized document.

CAPACITY CLAIMED BY SIGNER (PRINCIPAL)

- ☒ INDIVIDUAL
☐ CORPORATE OFFICER

TITLE(S)

- ☐ PARTNER(S)
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER: _____

DESCRIPTION OF ATTACHED DOCUMENT

ASSIGNMENT

TITLE OR TYPE OF DOCUMENT

NUMBER OF PAGES

11/2/01
DATE OF DOCUMENT

SIGNER IS REPRESENTING:

NAME OF PERSONS OR ENTITIES

RIGHT TO SIGN

OF

SIGNER

Top of this page

EXHIBIT B

Solar Wide Advertisement for the Smart Mug Electronic Drinking Mug

SMART MUG

DIGITAL/PROGRAMMABLE/SMART MUG/SAFE TEMP

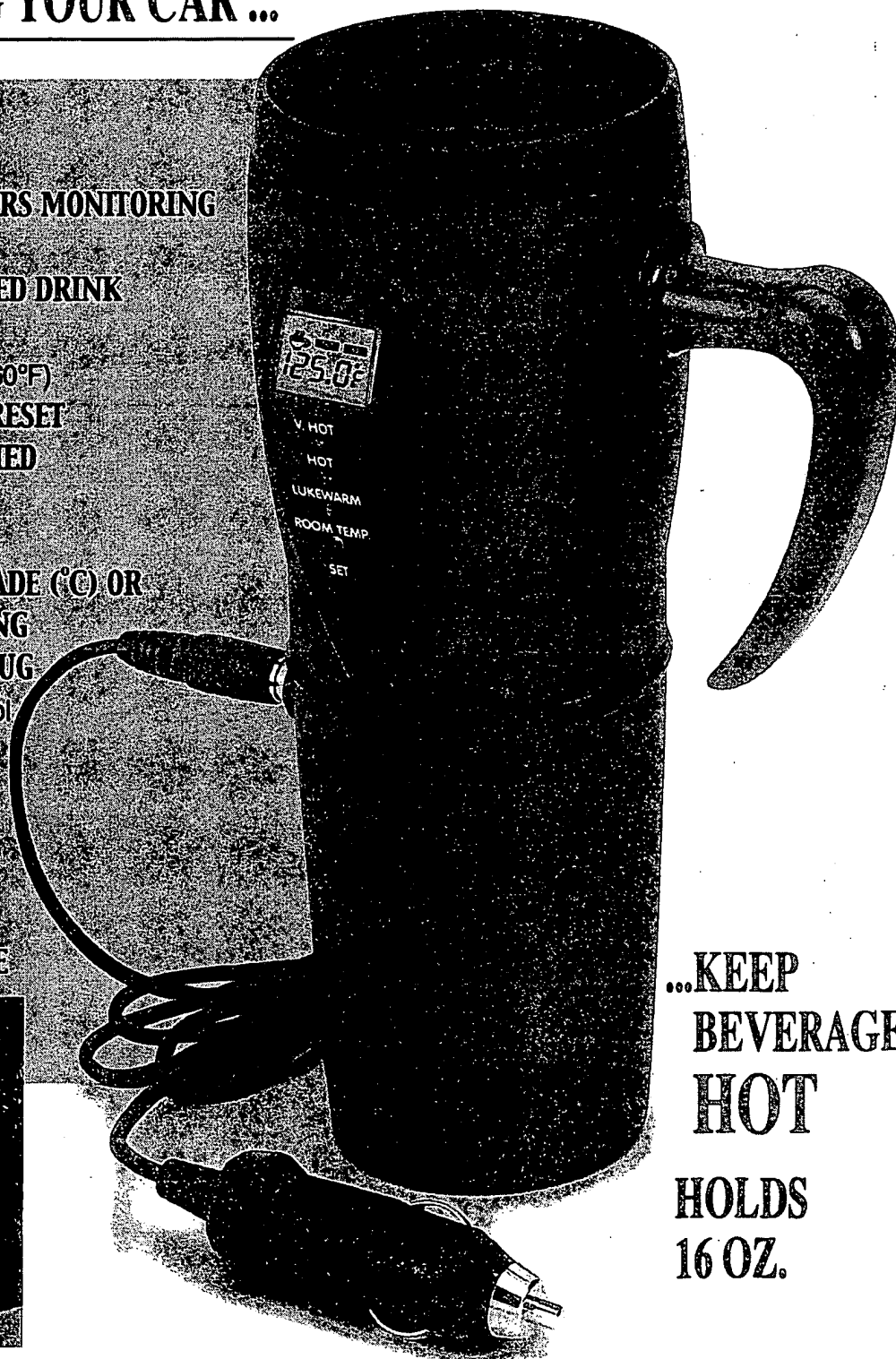
WHILE DRIVING YOUR CAR ...

- **DIGITAL LCD DISPLAY**
(32-176°F)
- **4 LED VISUAL INDICATORS MONITORING DRINK TEMPERATURE**
- **PROGRAMMABLE DESIRED DRINK TEMPERATURE**
Set any temperature (85-160°F)
- **AUDIO SIGNAL WHEN PRESET TEMPERATURE IS REACHED**
- **SAFETY CAP AT 176°F**
Safety indicator (Beeps)
- **SELECTION OF CENTIGRADE (°C) OR FAHRENHEIT (°F) READING**
- **THERMAL INSULATED MUG**
Keeps beverage Hot or Cool
- **REMOVABLE AND WASHABLE INNER LINER**
- **12V SOCKET PLUG & CORD**
- **NON-SKID RUBBER BASE**



**Model SW-168
SMART MUG**

USA utility patent pending
© Copyright 2002 Solar Wide Industrial Ltd. Hong Kong.



**...KEEP
BEVERAGE
HOT
HOLDS
16 OZ.**

**THERMAL INSULATION
KEEPS COLD BEVERAGES COLD**

EXHIBIT C

Article entitled "Electric Mug Could Overheat"

Cleveland · Akron Sign up for E-News Contact the Station Feedback 5 Search Site/Keyword

NEWS CHANNEL 5 **NEWSNET5.COM** **BUSINESS ON Y**

The Help You Need House & Home Food Tech Real Estate Law Dating Auto Travel

HOME | NEWS | WEATHER | VOTE 2004 | INVESTIGATIVE | HEALTH | CONSUMER | BUSINESS | SPORTS

Entertainment | Education | Employment | Ask An Expert | Golf | Shopping | Yellow Pages | Family | Wedding

SCREENSAVERS Marine Aquarium 3D Butterflies Living Waterfalls 3D Volcano

Free Download Free Download Free Download Free Download

HOME | TROUBLESHOOTER

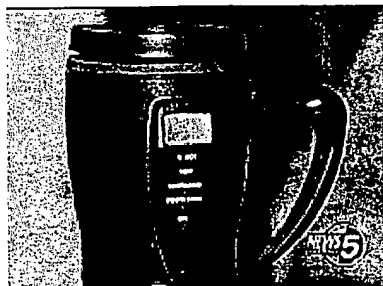
[✉ Email This Story](#) [🖨 Print This Story](#)

Electric Mug Could Overheat

Smart Mug Refunds, Replacements Available For Faulty Mugs

POSTED: 3:37 p.m. EST January 12, 2004
 UPDATED: 5:29 p.m. EST January 12, 2004

CLEVELAND -- The Smart Mug was a very popular gift this past holiday season. The electronic mug is supposed to keep your coffee hot. But in a consumer alert report, Troubleshooter Chris Caswell reported how one Brooklyn woman says the mug overheated.



Every morning, Karen Carson brews her husband a pot of coffee. To keep it warm while he's out on the road, she bought him a Smart Mug from JLR Gear.

"It keeps his coffee at a consistent temperature instead of keeping it in his thermos where it does grow cold," said Carson.

It was tough to find this popular item for a Christmas present, but she was able to get her hands on one.

Carson's husband plugged it into his car's adapter outlet, set the temperature on "very hot."

"As he was driving down the highway, it began to smoke and he smelled it burning," said Carson.

The wiring even melted the mug's plastic.

"I thought I had to contact you right away to let consumers be aware this mug could potentially overheat," Carson told NewsChannel5.

The JLR group said it sold a 250,000 of these mugs, but only received three calls about them burning up while in use.

Stock Quotes

provided by:

Updated 4:04 EDT

DOW**NASDAQ****NYSE**

Quotes delayed n

Quick

Enter nan

Check
It's Fa**EXP**

MORE MONEY

Sponsor



E-Mail News

Get E-Mail News Headli

☐ Breaking☐ Noon Hei☐ Daily For Enter E-mai

MORE E-MAIL NEWS

Troubleshooter H

Protect Yourself From B

New fin
America
their che
year. Mo

Protect Yourself Fro

Credit Card Upgrade

If you own one, keep an eye on it and don't leave it plugged in while not in use.

JRL Gear told NewsChannel5 that its engineers are looking into the problem with the few mugs that were returned. If you're having a similar problem with the smart mug, send it back with a request for a replacement mug or a refund.

The company hasn't made any plans to recall the mug yet.


Here's the address for JLR Gear:

JLR
445 West Weber
Suite 130
Stockton, CA 95203

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sponsor



☐ **YES?** ☐ **NO?**

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[Geauga Lake Will Ho](#)
[DARE Kids](#)

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[Digital Cameras Bec](#)

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[Scammed By Greetir](#)

[SBC Warns Custome](#)
[Scam](#)

[Simple Crib Designs](#)

[Garbage Disposers F](#)

[Ohio AG's Office Inv](#)

[Hiring Contractor Re](#)

[Conserve Gas On Ro](#)

[New Paint Changes \(](#)

[Sell Books Online Fo](#)

[Firefighters Charity I](#)
[Donators](#)

EXHIBIT D

The advertisement provided in attached Exhibit D is evidence that JLR Gear recognizes Solar Wide's ownership of intellectual property related to the Smart Mug electronic drinking mug.



SUNBELT, HOME AND OFFICE COFFEE SERVICE

Shipping Early | Review Cart | Checkout

Home

**Sunbelt
the Coffee**

Customer Service

**How to Place an
Order**

**Coffee and Tea
Products**

**All of Our Coffee
Machines**

**Mugs and Mug
Warmers**

Sugar Free Syrups

**Coffee-Scented
Candles, Soaps, Incense
and MORE**

Coffee-Sweets

**Cream, Sugar, Filters, Pots
and Accessories**

About Us

PLEASE USE PAYPAL MERCHANT SERVICE,

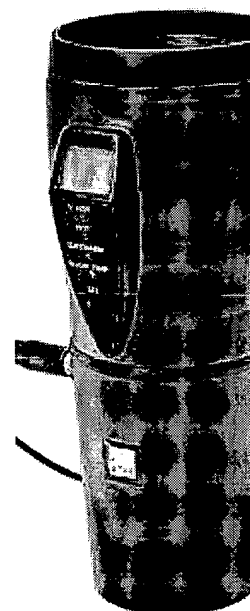
**FOR CREDIT CARD AND DEBIT CARD PURCHASE, FOR
YOUR SAKE AND MINE**



**Mug with
a Brain**

**JLR Gear
Electronic
Smart
Mug**

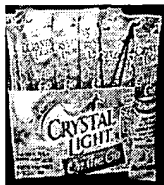
**(similar to,
but not the
same
manufacture)**



We are not the manufacture of the Smart Mug nor do we buy our mug from them.

This 16-ounce Smart Mug is an advanced electronic mug with a thermostat that ***lets you set how hot or cold you want to keep your beverage***

New Product



**Crystal Light On
The Go
Lemonade in
the single
serving size,
Click Here**

It plugs right into your cigarette lighter with it's own adapter.

GO FROM COLD TO HOT IN MINUTES and you set the temperature

Mom's-heat baby's formula to the perfect temperature.

Make your morning coffee and it will never get cold

Heats liquids to selected temperatures from 85 to 160 degrees.

Alerts you when your ideal preset temperature is reached.

Monitors the temperature of the liquid and displays status on the LED indicator.

12V auto adapter included.

**Great Work At Home
Opportunities!**

All of our Products

**How to Place a PO
Order**

**Newsletter
Perkin' Alone**

**Tell Your Friend About
Us
Site Map**

**Coffee Links
Exchange**

Link Exchange

**Awards
Web Rings**

Removable inner mug, Dishwasher safe .

Color:

☒ Blue

☐ Red

Price: \$79.95

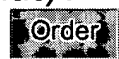
Quantity:



Smart Mug Electronic Temperature Control Cord

Price: \$12.95

Quantity:



Smart Mug Electronic Temperature Control-Button

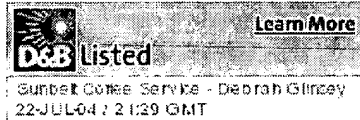
Price: \$5.00

Click on the Buy Now button to purchase

Buy Now

Gift Reminder Service

***Customer
Comments,
Add Yours***



Paypal Alternative



EXHIBIT E

Copies of advertisements for knock-off mug from Target, giftsense.com,
shoplifestyle.com and ebay.com.


[CART](#) | [MY ACCOUNT](#) | [HEL](#)
[GIFT REGISTRIES](#) | [GIFTCARDS](#) | [WISH LIST](#) | [MY STORE](#) | [WEEKLY A](#)
[Women](#) ▾ | [Men](#) ▾ | [Baby](#) ▾ | [Kids](#) ▾ | [Home](#) ▾ | [Furniture](#) ▾ | [Electronics](#) ▾ | [Sports](#) ▾ | [Toys](#) ▾ | [Entertainment](#) ▾

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Smart Mug - Red

ABOUT THIS ITEM

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 web only
Our Price: \$29.99

Availability: Usually ships within 24 hours.

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Quantity: 

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Features

- Mug holds 16 oz.
- Plugs into your car's lighter/power socket
- Heats beverages between 85-160°
- Removable and washable liner
- Non-skid rubber base

Avg. Guest Rating: ★★

Product Description

Keep your coffee, tea or cocoa hot during long commutes and summer road trips with the Smart Mug. It plugs into your car's lighter/power socket, keeping your beverage heated to the exact temperature you select, between 85-160°F. The non-skid rubber base helps keep mug in place while the safety cap minimizes leakage if a spill occurs. Holds 16 oz. and features a removable liner for easy cleaning. Imported.

- Item Weight: 1.1 pounds
- Imported
- This item can only be shipped to the 50 states. We regret it cannot be shipped to APO/FPO, or Puerto Rico.

 Catalog #: 538632
ASIN: B00006WNMC

Guests who bought this item also bought these items

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Guest Reviews

[Write an online review](#) and share your thoughts with other guests.

★★★

[Maybe this will help](#) May 20, 2004

 Reviewer: [A guest](#) from TN, USA

I own one of these mugs from a different retailer. My car has separate power and lighter outlets. The mug works erratically and improperly while plugged into the lighter outlet, but just fine when plugged into the separate power outlet. Have no idea why. The product description indicates the power/lighter outlets to be interchangeable or equivalent, but possibly its not so.

Was this review helpful to you? ☒ YES ☐ NO

★ **Smart Mug** February 01, 2004

Reviewer: **A guest** from Rowlett, Tx United States

I got one for Christmas too. The controls on the first one didn't work. The whole bottom began melting. I caught it before it caught fire when I noticed a smoky smell. I took the first back and got another. The second one worked one time and then quit.

Was this review helpful to you? ☒ YES ☐ NO

8 of 8 people found the following review helpful:

★ **SMART MUG** January 15, 2004

Reviewer: **Carol T. Lambert** from Clinton Township, MI United States

I recently received this item for Christmas....the first one I got did not work at all...the second one stopped working after three uses...I am currently using a third one and it does not control the temperature at all. It is very dangerous since the temperature on the coffee just keeps getting hotter and hotter. I almost burned myself on it today. I will be returning this item and will not try a fourth one. Three strikes and you're out! I would not recommend this item to anyone. It does not work properly and is very, very dangerous and could cause serious injury. I am very disappointed in its performance.

Was this review helpful to you? ☒ YES ☐ NO

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Temperature Control Travel Mug

#T336

Price

\$34.99 - Shown

Shipping Charges will be added to each item at checkout.

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2 **ADD TO CART**

Delivered by FedEx® or UPS®

Details

The perfect travel companion for the busy commuter. The Smart Mug heats liquids to the selected temperature (85-160 F) and alerts user when the ideal preset temperature is reached. LED indicator displays temperature of liquid. Dishwasher safe removable 16-ounce inner mug. 12-volt auto adapter is included. Translucent Red.

Your purchase includes a FREE personalized gift message.

Delivery by FedEx® or UPS® is available on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday using Standard, Two Day, Next Day or Saturday service for orders placed by 1p.m. Eastern Time to the continental United States. Please note: Perishable items may be limited to express delivery services to ensure the product is delivered in the best condition.

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The following shipping option(s) can be selected at checkout:

Standard Delivery \$7.99

(within 3 days)

2-Day Delivery \$13.99

Next-Day Delivery \$18.99

Saturday Delivery \$30.99

Delivery Information

The delivery date will depend upon the shipping method available. To ensure delivery on a specific date, please select either 2-Day Delivery or Next-Day Delivery. Items shipped Standard Delivery arrive on or before the date shown. [Delivery Chart](#)

Delivery Policies

- Deliveries can be made to the United States only.
- This product can be delivered using Standard, Two Day, Next Day or Saturday service.
- Sunday delivery is not available.
- Orders being shipped to Alaska and Hawaii are available for 2-day delivery for an extra \$12.99. Deliveries to remote areas may take an additional day. Standard, Next Day and Saturday delivery are not available for Alaska and Hawaii.
- Changes to address information after the order has been shipped will result in a \$10.00 charge.
- We are unable to process orders for delivery to P.O. Boxes or APOs.
- The delivery service may leave package at the door if no one is home.
- Hospital deliveries: please make sure the recipient is still in the hospital before scheduling the delivery. [Please note: Gifts to recipients in hospitals may take an additional 3-5 days for the hospital to process and deliver.]

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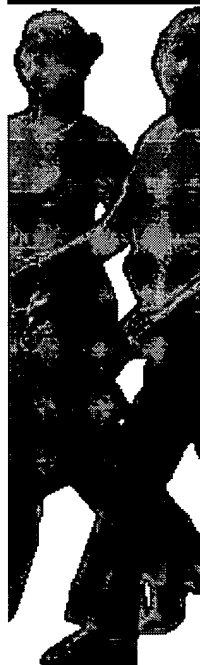
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Looks like a thermos, acts like a mug, works like an electric oven
your car!

- ▶ ☐ # PR874 - Electronic Smart Mug (Colors may vary) - Now only: \$19.95 [Ord](#)
 - ▶ ☐ # PR875 - --> Electronic Smart Mug (translucent blue) - Now only: \$19.95 [Ord](#)
- Buy 3 for \$14.9

Satisfaction Guaranteed - NO Risk 30 Day Trial

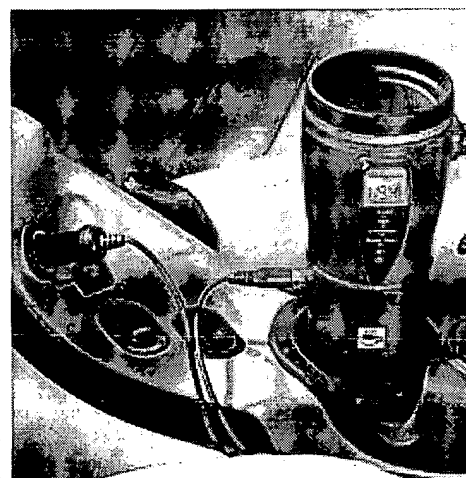


The 16-ounce Smart Mug is an advanced electronic device with thermostat that lets you choose exactly how hot you want to heat your coffee or tea. It plugs right into your cigarette lighter with supplied adapter.

No disappointing lukewarm coffee or burn-your-tongue tea. What you want is what you get; temperature stays that way as long as you wish. Mom's on the go-heat baby's formula to the perfect temperature. Leftover coffee from

breakfast goes in the Smart Mug and is piping hot in a minute.

CLICK ON IMAGE TO ENLAR



Take a beverage from cold to hot (up to 160°F). Track the progress on the large LCD; mug when your beverage is ready. The interior high-grade mug is removable from the housing, dis safe!

- ▶ ☐ # PR874 - Electronic Smart Mug (Colors may vary) - Now only: \$19.95 [Ord](#)
 - ▶ ☐ # PR875 - --> Electronic Smart Mug (translucent blue) - Now only: \$19.95 [Ord](#)
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NEW 12-Volt DC Car Thermal SMART MUG W/Temp Control

Item number: 4313778945

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Current bid: **US \$0.99**

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Time left: **2 days 9 hours**
5-day listing
Ends Jul-21-04
11:54:41 PDT
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Start time: Jul-16-04 11:54:41 PDT

History: [1 bid](#) (US \$0.99 starting bid)

High bidder: [deniche1](#) (1)

Item location: Brooklyn, New York
United States

Ships to: United States only

[Shipping and payment details](#)

Seller information

[ageshikte](#) (4)

Feedback Score: 4

Positive Feedback: 100%
Member since Jun-11-04 in United States

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Description

Quoted From The New York Times (5/17/02).

"If you are going solo, skip the coffee maker in favor of the thermostatically controlled Smart Mug. This high-tech cup looks like a souvenir from a NASA mission. You set the temperature on a switch panel, and the liquid's status is displayed on an L.E.D. indicator.

Plug it into the dashboard and 16 ounces of coffee - or tea, hot chocolate or soup - will hit the near-boiling point in seconds.

Through a retailer ... the Smart Mug was \$79.95 It is also useful for warming formula."



- Thermal Insulation Keeps Cold Beverages Cold
- Digital LCD Display (32-176 F) (or 0 - 80 C)
- 4 LED Visual Indicators Monitoring Drink Temperature
- Programmable Desired Drink Temperature - Set Any Temperature (85-160 F)
- Audio Signal When Preset Temperature is Reached
- Safety Cap at 176F - Safety Indicator (Beeps)
- Selection of Centigrade or Fahrenheit Reading
- Thermal Insulated Mug - Keeps Beverages Hot or Cool
- Removable and Washable Inner Liner
- 12V Socket Plug & Cord
- Non Skid Rubber Base
- Size: 16oz
- Color: Red,(Blue also Available)



00015

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Shipping and payment details

Shipping and handling: Standard shipping service: US \$14.95
(within United States)

Shipping insurance: Not offered

Will ship to United States only.

Seller's payment instructions & return policy:
you have to pay for this item in 5 days of auction ending.

Payment methods accepted

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NEW 12-Volt DC Car Thermal SMART MUG W/Temp Control

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Your maximum bid: US \$ (Enter US \$1.04 or more)

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